

What is claimed is:

1. A denture adhesive composition comprising a denture adhesive effective amount of a denture adhesive salt which is an amino ethyl ethylene urea- substituted mixed partial salt of a copolymer of a polyalkyl vinyl ether and maleic acid, in a pharmaceutically acceptable carrier, wherein the cations of the salt are selected from, zinc, sodium, calcium, potassium, magnesium, strontium, zirconium or combinations thereof.
2. The composition according to claim 1, wherein the cations of the partial salt are a combination of sodium, magnesium and zinc.
3. The composition according to claim 1, wherein the cations of the partial salt are a combination of magnesium and zinc.
4. The composition according to claim 1, wherein the cations of the partial salt are a combination of zinc and calcium.
5. The composition according to claim 1, wherein the cations of the partial salt are a combination of calcium and sodium.
6. The composition according to claim 1, wherein the alkyl moiety is methyl.
7. The composition according to claim 1, wherein the composition is in the form of a cream.
8. The composition according to claim 6, wherein the AEEU-substituted denture adhesive copolymer salt comprises about 15-55% by weight of the total composition.
9. The composition according to claim 1, wherein the composition is in the form of a powder.
10. The composition according to claim 1, wherein the composition is in the form of a liner.

11. The composition according to claim 10, wherein the liner is in the form of a hot-melt extruded liner.

12. The composition according to claim 10, wherein the liner is in the form of a non-adhesive self-supporting layer.

13. The composition according to claim 1, further comprising a polyalkylvinylether/maleic acid activator.

14. The composition according to claim 13, where in the polyalkylvinylether/maleic acid activator is present from about 0.1% to about 10% by weight of the composition.

15. 15. A compound which is a mixed partial salt of an amino ethyl ethylene urea substituted polyalkylvinylether/maleic acid copolymer.

16. 14. The compound according to claim 13, wherein the acid copolymer is neutralized with a cation selected from the group consisting of zinc, sodium, calcium, potassium, magnesium, zirconium, and strontium, or combinations thereof.